

REMARKS

In response to the above-identified Office Action, Applicant seeks reconsideration and withdrawal of the Examiner's rejection of the claims in view of the following remarks and amendments. The Applicant has amended claims 1, 8, 15 and 17. Claims 20, 22, 24, and 26 have been canceled. No claims have been added. Accordingly claims 1, 8, 15, 17, 19, 21, 23, and 25 remain pending in the application.

I. Claims Rejected Under 35 U.S.C. §102

Claim 17 stands rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent App. No. 2003/0054863 by Lee et al. (hereinafter "Lee").

To anticipate a claim, the Examiner must show that a single reference teaches each of the elements of that claim. Thus, "[t]he identical invention must be shown in as complete detail as is contained in the ... claim." *Richardson v. Suzuki Motor Co.*, 868 F.2d 1226, 1236, 9 USPQ2d 1913, 1920 (Fed. Cir. 1989).

In regard to claim 17, this claim has been amended to include the limitations of "a radio frequency transmitter for transmitting data including caller information during a voice call over a reverse traffic channel after a call connection is set up, wherein the data includes the caller information and a telephone number of a receiving party." (emphasis added). The Applicants respectfully submit that these limitations are supported, for example, by Figure 3. Applicants believe that Lee does not teach these elements of the claim. Lee does not teach using the reverse traffic channel to transmit caller information. By failing to disclose use of reverse traffic channel to transmit caller information, Lee does not teach each element of this claim. Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claim 17.

II. Claims Rejected Under 35 U.S.C. § 103

Claims 1, 8, 15, 17, 19, 21, 23 and 25 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent App. No. 2003/0054863 by Lee et al. (hereinafter "Lee") in view of U.S. Patent App. No. 2002/0126814 issued to Awada et al. (hereinafter "Awada"). Applicants respectfully disagree for the following reasons.

To establish a *prima facie* case of obviousness the Examiner must show that the cited references, combined, teach or suggest each element of a claim.

In regard to claim 1, this claim has been amended to include the limitations of “a caller terminal for storing caller information and transmitting data including the caller information to a service system during a voice call over a reverse traffic channel after a call connection is set up; the service system for receiving the data including the caller information from the caller terminal and transmitting the data to a receiver terminal over a forward traffic channel” (emphasis added). The Applicants respectfully submit that these limitations are supported, for example, by Figure 3. Lee does not disclose the limitations of amended claim 1. Lee does not teach a caller terminal which uses a reverse traffic channel to transmit caller information to a service system and the service system transmitting the caller information over a forward traffic channel to a receiver terminal. Further, Awada fails to cure the deficiencies of Lee. Therefore, the combination of Lee and Awada fails to teach or suggest each limitation of independent claim 1. Accordingly, Applicant respectfully requests reconsideration and withdrawal of the rejection of claim 1 for being unpatentable over the combination of Lee and Awada.

Independent claims 8, 15 and 17 have been amended to include elements similar to those of independent claim 1. At least for the reasons mentioned above in regard to independent claim 1, the added limitations in combination with the other elements of claims 8, 15 and 17 constitute allowable subject matter.

Claims 19, 21, 23, and 25 depend from independent claims 1, 8, 15 and 17, respectively, and incorporate the limitations thereof. Thus, at least for the reasons discussed above in regard to independent claims 1, 8, 15 and 17, the Applicants believe these claims are in condition for allowance. Accordingly, Applicant respectfully requests reconsideration and withdrawal of the rejection of these claims.

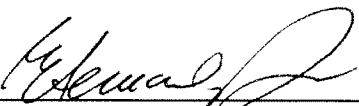
CONCLUSION

In view of the foregoing, it is believed that all claims now pending, namely claims 1, 8, 15, 17, 19, 21, 23, and 25 patentably define the subject invention over the prior art of record, and are in condition for allowance and such action is earnestly solicited at the earliest possible date. If the Examiner believes that a telephone conference would be useful in moving the application forward to allowance, the Examiner is encouraged to contact the undersigned at (310) 207 3800.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

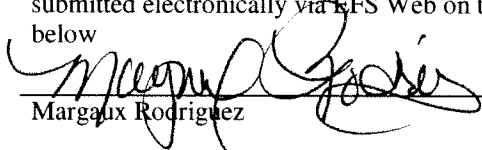
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